

INFORMATION BULLETIN

WELFARE-TO-WORK

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TO: SERVICE DELIVERY AREA ADMINISTRATORS
PRIVATE INDUSTRY COUNCIL CHAIRPERSONS
WELFARE-TO-WORK 15 PERCENT SUBGRANTEES
DOL WELFARE-TO-WORK 25 PERCENT SUBGRANTEES
COUNTY WELFARE DIRECTORS
CALIFORNIA DEPARTMENT OF SOCIAL SERVICES STAFF
EDD EXECUTIVE STAFF
WORKFORCE DEVELOPMENT BRANCH STAFF

SUBJECT: WELFARE-TO-WORK MARKETING WORKSHOP

This information bulletin announces the new "Welfare-to-Work (WtW) Marketing Workshop" offered by the Capacity Building Unit (CBU) of the Job Training Partnership Division. This one-day workshop will explore niche marketing, employer motivators, and sharing approaches of successful sales strategies. The curriculum includes effective WtW marketing strategies, interactive exercises, and a WtW marketing toolkit.

The class accommodates a maximum of 25 persons. The sessions will be held from 9 a.m. to 4 p.m. The class is designed to train representatives from the Service Delivery Areas (SDA), WtW 15 Percent subgrantees, and partners who are marketing the Department of Labor's WtW Grant program.

Any SDA interested in hosting a class are asked to have their training coordinator contact Terri Angelo, CBU, at (916) 653-4471, or e-mail Ms. Angelo at Tangelo@edd.ca.gov.

/S/ BILL BURKE
Assistant Deputy Director